

### **Amendments to the Claims:**

*This listing of claims will replace all prior versions, and listings, of claims in the application:*

1. (Currently Amended) An online method for facilitating improved consistency, deliverability and/or measurability of a launch practice utilized in a product development launch cycle across a first launch program team during a first launch program and a second launch program team during a second launch program, the online method comprising:

determining a launch practice item based on a set of key sources, wherein the launch practice item is determined by a committee separate from ~~[[a]]~~ the first and second launch program [[team]] teams; [[and]]

transmitting the launch practice item to an at least one member of the second launch program team; and

~~wherein~~ the at least one member of the second launch program team ~~[[uses]]~~ using the launch practice item to improve consistency, deliverability and/or measurability of the launch practice during the second launch program.

2. (Currently Amended) The online method of claim 1 further comprising receiving an at least one member observation regarding the launch practice item from at least one member of the first launch program team.

3. (Currently Amended) The online method of claim 2 further comprising deciding to revise the launch practice item or to create a new launch practice item if implementing the at least one member observation improves the consistency, deliverability and/or measurability of the launch practice.

4. (Currently Amended) The online method of claim 3 further comprising transmitting the revised launch practice item or the new launch practice item to the at least one member of the second launch program team.

5. (Currently Amended) The online method of claim ~~[[3]]~~ 4 wherein the ~~deciding transmitting~~ step ~~lasts about one month to about three months~~ includes updating an at least one server computer and notifying the at least one member of the second launch program team.

6. (Currently Amended) The online method of claim 1 wherein the set of key sources includes lessons learned from an at least one member of the first or second launch program team.

7. (Currently Amended) The online method of claim 6 wherein the set of key sources further includes launch principles, assembly plant launch process models, ~~global craftsmanship~~, product quality planning initiatives, former body and assembly quality systems, former production systems, milestone standards, and product development systems.

8. (Original) The online method of claim 1 wherein the launch practice item is selected from the group consisting of launch elements, procedures, guidelines, standards, policies, and work instructions.

9. (Original) The online method of claim 8 wherein the launch practice item is a procedure and a document supporting the procedure includes measurables and deliverables.

10. (Original) The online method of claim 8 wherein the launch practice item is a standard and a document supporting the standard includes information regarding how the launch practice should be performed.

11. (Currently Amended) An online system for facilitating improved consistency, deliverability and/or measurability of a launch practice utilized in a product development launch cycle across a first launch program team during a first launch program and a second launch program team during a second launch program, the system comprising at least

one server computer operably serving at least one client computer, the at least one server computer configured to:

(i) during the first launch program, transmit a launch practice item to an at least one member of ~~[[a]]~~ the first launch program team, wherein the at least one member uses the defined launch practice item to improve consistency, deliverability and/or measurability of the launch practice;

(ii) receive an at least one member observation regarding the launch practice item from the at least one member of the first launch program team; and

(iii) transmit a revised launch practice item and/or a new launch practice item implementing the at least one member observation to an at least one member of the second launch program team before the end of the second launch program if implementing the observation improves the consistency, deliverability and/or measurability of the launch practice.

12. (Original) The system of claim 11 wherein the launch practice item is selected from the group consisting of launch elements, procedures, guidelines, standards, policies, and work instructions.

13. (Original) The system of claim 11 wherein the launch practice item is a procedure and a document supporting the procedure includes measurables and deliverables.

14. (Original) The system of claim 11 wherein the launch practice item is a standard and a document supporting the standard includes information regarding how the launch practice should be performed.

15. (Currently Amended) An online system for facilitating improved consistency, deliverability and/or measurability of a launch practice utilized in a product development launch cycle across a first launch program team during a first launch program and a second launch program team during a second launch program, the system comprising:

(i) a means for transmitting a launch practice item to an at least one member of [[a]] the first launch program team during the first launch program, wherein the at least one member uses the defined launch practice item to improve consistency, deliverability and/or measurability of the launch practice;

(ii) a means for receiving an at least one member observation regarding the launch practice item from the at least one member of the first launch program team; and

(iii) a means for transmitting a revised launch practice item and/or a new launch practice item implementing the at least one member observation to an at least one member of the second launch program team before the end of the second launch program if implementing the observation improves the consistency, deliverability and/or measurability of the launch practice.

16. (Original) The system of claim 15 wherein the launch practice item is selected from the group consisting of launch elements, procedures, guidelines, standards, policies, and work instructions.

17. (Original) The system of claim 15 wherein the launch practice item is a procedure and a document supporting the procedure includes measurables and deliverables.

18. (Original) The system of claim 15 wherein the launch practice item is a standard and a document supporting the standard includes information regarding how the launch practice should be performed.

19. (New) The online method of claim 1 further comprising receiving the set of key sources from an at least one member of the first launch program team.

20. (New) The online method of claim 1 further comprising:  
transmitting the launch practice item to an at least one member of the first launch program team; and

the at least one member of the first launch program team using the launch practice item to improve consistency, deliverability and/or measurability of the launch practice during the first launch program.